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New Jersey Board  
of Chiropractic  
Examiners-Filed, Date 5/6/91

*[Signature]*  
Executive Director

STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC  
SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF CHIROPRACTIC  
EXAMINERS  
DOCKET NO.

In the Matter of )

Administrative Action )

DR. GREGORY H. LOCKE )

CONSENT ORDER )

Licensed to Practice )  
Chiropractic in the )  
State of New Jersey )

ORIGINAL

This matter was opened to the State Board of Chiropractic Examiners ("Board") upon receipt of information that the respondent caused to be published an advertisement entitled "Life Can Take A Dangerous Twist" which allegedly contains false, misleading or deceptive information.

It appearing that the parties wish to resolve this matter without recourse to formal proceedings and for good cause shown;

IT IS ON THIS 18<sup>th</sup> DAY OF April, 1991,

HEREBY ORDERED AND AGREED THAT:

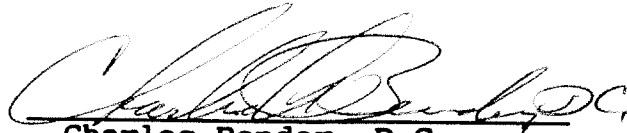
1. Respondent shall cease and desist from publishing any advertisement which contains information or claims that there is a correlation between vertebral subluxation and SIDS (sudden

infant death syndromne or crib death).

2. Respondent shall cease and desist from publishing any advertisement which makes an offer of "complete" post-partum care in view of the fact that not all aspects of post-partum care are within the scope of chiropractic.

3. Respondent shall cease and desist from publishing any advertisement that claims that a chiropractic examination can "determine" that a vertebral subluxation occurred during the birth process.

4. Respondent shall cease and desist from publishing any advertisement which claims that chiropractic care can prevent SIDS.

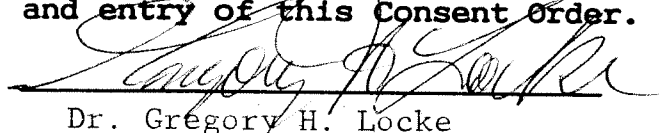


Charles Bender, D.C.

President

State Board of Chiropractic  
Examiners

I have read the within Consent  
Order and understand its terms.  
I hereby consent to the form  
and entry of this Consent Order.



Dr. Gregory H. Locke

# A DANGEROUS TWIST

*1775 Barre*

You want the best for your newborn. So you follow all the prenatal recommendations - examinations, care and diet before the birth and the important follow-up exams afterward. But, you may be overlooking an important part of postpartum care.

The compression and twisting motion during the birth process can cause injuries to a newborn's spinal column and brain stem. This has been shown to be a contributing factor in:

- SIDS (sudden infant death syndrome or crib death)
- Vertebral Subluxation



A chiropractic examination can help determine if any injury occurred during birth. It is a safe, painless and inexpensive procedure. Call our office today for more information on complete postpartum care.

**We take your health as seriously as you do.**

**Dr. Kenneth DeGroat**  
Keyport Chiropractic Associates  
333 Main Street, Keyport  
**888-0343**

**Dr. James W. Dubel**  
Health-In-Hand Chiropractic  
225 Hwy. 35, Middletown  
**747-4646**

**Dr. Edward R. Dietz Jr.**  
224 Taylors Mills Rd.  
Manalapan  
**462-0555**

**Dr. Daniel Kutschman**  
Shrewsbury Chiropractic Center  
682 Broad Street, Shrewsbury  
**530-4088**

**Dr. Arthur Levine**  
447 Prospect Ave.  
Little Silver  
**530-0405**

**Dr. Gregory H. Locke**  
16 Locust Ave.  
W. Long Branch  
**222-0816**

**Dr. Stephen J. Loihle**  
Gateway Chiropractic Ctr.  
46 State Hwy. 36, Keyport  
**739-0040**

**Dr. Lawrence Nantista**  
**Dr. Jeff Rosenzweig**  
285 Parker Road, Eatontown  
**229-3344**

**Dr. Alan Schneider**  
2130 State Hwy. 35  
Sea Girt  
**449-2280**

**Dr. Doris Lazur-Ugarte**  
**Dr. Luis H. Ugarte**  
452 Front Street, Red Bank  
**530-8660**